

MAINE BROADCASTING

One Congress Square, Portland, Maine 04101 3800 (202) 328-6666

Bruce C. McGorrill
Vice President of Development

RECEIVED

OCT 12 1995

FCC MAIL ROOM

October 11, 1995

Mr. William Canton
Acting Secretary
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

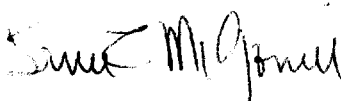
RE: Response to Notice of Proposed Rule Making

Dear Mr. Canton:

Enclosed is a response from Maine Broadcasting Television Co. (AKA Maine Broadcasting).

If there are any additional questions, they may be addressed below.

Sincerely,



Bruce C. McGorrill
One Congress Square
Portland, Maine 04101

cc: Chairman Reed Hunt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachel Chong

No. of Copies rec'd 1
List A B C D E



RECEIVED

OCT 12 1995

FCC MAIL ROOM

Maine Radio and Television Co.
(dba) Maine Broadcasting
Portland, Maine 04101

In the Matter of)
)
Policies and Rules Concerning)
Children's Television Programming) MM Docket No. 93-48
)
Revision of Programming Policies)
for Television Broadcast Stations)

Response to Notice of Proposed Rule Making

Table of Contents

	Paragraph
I. Overview	1
II. The Campaign	6
A. Pick a Topic	6
B. Enlist Partners	7
C. Time Frame	8
D. Production	10
E. Sponsorship	13
III. Color Me Green	16
A. The Topic	16
B. Partners	17
C. Time Frame	18
D. Production	20
E. Sponsorship	22
F. Recognition	24
IV. Safe Harbor Considerations	25
V. Observation	28
VI. Conclusion	30
VII. Note	
VIII. Appendixes	
A. Partners	
B. NAB Board ^{WARD}	
C. Exhibits	

I. Overview

1. The Maine Broadcasting System (MBS) concurs that television has a unique responsibility to serve the needs of children. Under the same local television ownership for 42 years, MBS has traveled the same programming road as other broadcasters when addressing its obligation to children....Romper Room, cartoons, live children's host(s), Kids World, children's specials. Our collective experience brought us to the conclusion that while entertainment and education are sometimes do-able objectives, they fail (for the most part) to utilize television's most unique attribute....motivation.

2. Television is criticized on two fronts, when it comes to children. The Children's Television Act (CTA) addresses television's program responsibility. At the same time, the FCC mandates limits on children's advertising. The reason advertising to children became a major issue is that it works! It motivates. In this NPRM response, MBS is asking the Commission to broaden television's menu by expanding the definition of short form programming to include messages.....i.e. motivators.

3. MBS comes before you, not with a theory but with a proven use of television that entertains, educates and motivates through the creation of a multi-media campaign. The heart of the campaign is comprised of messages.... music videos and educational "tips". Programs, too, are components of the campaign....both long and short form. The "tactic" of our campaign is no different than that of an advertising campaign...(a) reach the children where we know they are already watching, (b) reach them in a form they are willing to accept (children like commercials), and (c) apply repetition, repetition, repetition.

4. Paragraph 55 of the NPRM is entitled "Monitoring Broadcaster Performance". This could be called "accountability". Said accountability, however, is limited to number of hours (per week) and time periods. Since obvious first amendment questions preclude evaluating content, broadcasters and the Commission are left with the mechanics of what is broadcast to children. MBS submits that airing a well constructed children's campaign enables a station and /or the Commission to monitor for results. After all, what is the motivation behind the CTA....for television stations to be good or do good? With a well constructed children's campaign, MBS submits that both are attainable.

5. What follows is a format for a children's campaign, together with a step-by-step accounting of an example of the format in use. We are not suggesting there is but one format. The number of formats is limited only by the number of television stations that choose to harness all of television's unique abilities to entertain, educate and motivate into one (at a time) campaign.

II. The Campaign

A. Pick at Topic

6. No need for formal ascertainment. Today's television station must be abreast of community discussions in order to stay competitive. A station that chooses to mount a children's campaign would quickly know the local sources for appropriate suggestions.

B. Enlist Partners

7. At the very least, the campaign would need the endorsement, cooperation and participation of the appropriate local education and information organizations. In order to achieve results, teacher participation becomes an integral part of the plan. Television can be an ally to classroom instruction rather than the enemy.

C. Time Frame

8. It would not be unusual for a well constructed campaign to take a full year leading up to launch. Organizing partners, writing copy, producing music (if there is to be any), producing the actual spots, vignettes, programs and related marketing materials using a stations staff, where appropriate, should not be rushed. The campaign should be a long term project.

- (a) year one - organization and creation
- (b) year two -first year "on air"
- (c) year three -second year, add new elements
- (d) year four -highest awareness, greatest participation.
Start the organization and creation of the next campaign.

9. Stations should be encouraged to stay with a well-planned campaign by continually introducing new elements, both on air and in the marketplace. One school's success begets another school's participation. This takes time. Repetition, repetition, repetition is both for motivation to children and adults.

D. Production

10. The ideal involvement of a television station in a campaign is through local production. Local scenes, local schools, local children together with a theme addressing local concerns.

11. Only the largest market stations have the resources to produce daily or even weekly programs. That leaves it to the syndication market to fill the time periods. As good as syndication may be, it reduces or usually eliminates the opportunity to respond to local topics.

12. Almost all television stations can and/or do produce commercials. Local advertising agencies and/or production houses exist in almost every television market. The ability to produce local messages, with local talent addressing local subjects is far greater than the ability to produce local programs. The example we are submitting was written and produced in the 75th television market.

E. Sponsorship

13. It is understandable that the CTA and Commission's actions that follow carry with them economic considerations for stations. This is not a criticism of the law or its implementation but it addresses the obvious. Economic considerations grow almost geometrically as they effect the medium and smaller markets. Resting the entire obligation of addressing the needs of children on programs that the children may choose not to watch, minimizes the potential for advertiser support. Its no wonder then that the Commission's struggle at implementing the CTA with 'its' licensees is somewhat akin to "herding cats".

14. As our campaign example will show, well conceived campaigns can attract new to television advertisers. Advertisers with no retail product or service but a desire/need to reach the community and their own employees with their civic and public relations messages. These dollars come from corporate PR and/or employee PR funds. A whole new opportunity for stations.

15. Local sponsorship brings more than dollars to the campaign. As we will show, sponsorship brings partnership and active participation. Corporate efforts help spread the "messages". It is a real win, win, win for children, stations and sponsors.

III. Color Me Green

A. The Topic.....Environmental Awareness

16. Concern for the environment is a natural topic for a State like Maine, with its lakes, rivers, ocean and forests. Since it is children more often than not these days who ask the piercing and embarrassingly pointed questions to their parents like, "When are you going to stop smoking?", and "Why don't we recycle?", we constructed the campaign to first reach children and then inspire the children to interact with their parents, their schools and their communities.

B. Partners

17. With the idea of involving children in an environmental awareness project we convened a host of individuals, non-profit environmental organizations, business interests and State of Maine officials in a series of meetings and focus groups. ¹

C. Time Frame

18. Color Me Green was over a year in planning and preparation. This included writing and producing original songs together with the video for our messages.

- (a) October, 1991 - organization and creation**
- (b) January 1, 1993 - first year on air**
- (c) January 1, 1994 - second year on air**
- (d) January 1, 1995 - third year on air**

19. Concurrently, related materials were produced such as: ²

- (a) Sheet music, lyric sheets and taped music beds for school glee clubs, assemblies and classrooms**
- (b) Tapes and CD's of the songs for retail and school distribution**
- (c) Appearances by the Color Me Green Singers**
- (d) Brochures for teachers**

¹ See Appendix A

² See Appendix C

D. Production

20. The primary talents in the music videos are local children. All of the production is done in the State of Maine. The programs are produced by the staff at WCSH-TV. "Eco-tips" are written and produced in-house.

21. To date, CMG has produced 17 original music video messages, 24 Eco-tips and 15 programs.

E. Sponsorship

22. There is strong support by local businesses. Color Me Green attracted a new set of clients to television. The clients discovered the value of broadening the campaign beyond the television exposure and into their respective communities.

23. Partial Listing:

(a) International Paper, Maine. While IP's national reputation in environmental matters may be challenged, according to the Maine Department of Environmental Protection the local mill division is a leader in our state. IP has been with us since the outset. Color Me Green is an important part of its annual employee recognition celebration. They featured employee environmental efforts in their television campaign; committed to the reduction of waste paper entering the Androscoggin River (for which it won a state environmental award); donated thousands of seedlings to schools and fund raising events; and hosted a poster contest for K through 3 grade levels in celebration of Smokey Bear's 50th anniversary are among its many activities.

(b) Bath Iron Works. Maine's largest employer has never used television before. As one of the Navy's two chief builders of Aegis cruisers it has no practical reason to. Yet "Color Me Green" attracted the company because its management recognized the value of promoting their commitment to the environment, especially as a positioning statement for the employees and their families. BIW established an annual Energy Fair to be held in October. The first was extremely successful attracting nineteen businesses. Displays ranged from wind, nuclear and solar energy, to wood, gas and oil heating sources.

(c) National Semiconductor. They initiated a program that has recycled 365 tons of computer paper each year. A ton a day. And they have begun to donate used equipment such as computers to local schools. Fourteen schools participated in the campaign each receiving truckloads of usable material.

(d) Oakhurst Dairy. A natural extension of a company whose chief product is tied to children. Oakhurst promotes its Millennium Tree Challenge. The goal is to raise enough dollars to plant one thousand new trees in Portland by the year 2,000. Funds for over 800 trees have already been pledged or collected. Portland used to be called the forest city. Thousands of trees have been lost due to age, disease and development. This effort is reclaiming that lost heritage.

(e) Lamey Wellehan. A local retail shoe store chain committed to an environmental recycling program for all its stores and has pledged to support a unique effort at Maine Gray Animal Farm visited by thousands of school children each year.

F. Recognition

24. (a) 1994 Service to Children's Award. National Association of Broadcasters/Bonneville International Corporation. This was the "Best of the Best" Award.¹

IV. Safe Harbor Considerations

25. For those stations that would opt to use the campaign approach in whole or in part to address the CTA, Maine Broadcasting System suggests that the Commission might out source an evaluation process to a new or established foundation(s) project. Since the campaign approach can produce elements pointing to results, a comprehensive grading process could be established measuring all elements of the campaign.

26. Public disclosure of these measurements would be an added incentive for stations to produce a campaign that entertains, educates and motivates. Pride is a great incentive for many stations. Once choosing the campaign approach, stations would not want to be found lacking.

27. At a certain level these measurements could provide a safe harbor for stations in regard to its CTA obligations.

V. Observation

28. Based upon personal discussions with other broadcasters in both large and small markets, we believe the Commission would uncover a wealth of children's campaigns if stations were encouraged to submit their current activities. NAB's most recent children's awards include the following first place campaigns:

- (a) large market: KMSP - Minneapolis - St. Paul
"SafeTeam"
- (b) medium market: WNOL - New Orleans
"Do Something"
- (c) small market: KCBA- Salinas - Monterey
"In Support of Kids"

29. Color Me Green may stand alone in some of its unique marketing efforts. But, that uniqueness could rapidly be overtaken by other broadcasters, given the proper encouragement.

VI. Conclusion

30. In addressing television's responsibility to children, MBS asks the Commission to broaden the menu for broadcasters. Let us have the option to use that which television does best. Let us choose the mix of spot messages and programs, or all spots or all programs. In directing television stations to address the needs of children, encourage us to use any or all of television's unique abilities.

VII. Note

For additional information regarding this response please contact Bruce McGorrill, Vice President, Maine Radio and Television Co., Portland, Maine, 04101. (207) 772-3228 or (207) 828-6666. Fax: (207) 828-6610.

Appendix A

I. State Agencies & Nonprofit CMG Partners Teacher Education

Explanation: This provides a summary of organizations involved in the education of teachers K-12 and beyond. There may be some duplication between this listing and other components of Appendix A.

Organization

Partnership Description

Casco Bay Estuary Project

Materials distributed through on-air public education campaign and school kit. Also used as a resource for 1/2-hr. CMG special, "Taking Back the Bay".

Congress of Lake Associations

Develop Lake Week promotions each July to support CLA activities and distribute public education materials through on-air spots. Info used in Earth Notes Series on Maine's lakes.

Chewonki Foundation

Worked with Chewonki to plan state EE activities and projects. Dissemination/training in the use of waste management curriculum -- "Pathways to a Sustainable Future".

Damariscotta River Association

Developed 1/2-hr. CMG special in conjunction with the DRA. They are one of the most successful land trusts in the country and have extensive community/business support and a hands-on education program.

Earthminders

Active member of Earthminders -- an affiliate of the Maine Environmental Education Assoc. comprised of organizations working together to further EE in Maine. Members write/develop curricula and do teacher training.

Friends of Casco Bay

A hands-on water monitoring and public advocacy group that has supported many CMG efforts including a 1/2-hr. CMG special, "Taking Back the Bay". Developed a 3-way partnership with Bath Iron Works, a CMG sponsor, to promote Friends and "taking care of the bay".

Inland Fisheries & Wildlife

Provided resources, information & video for many CMG projects including 1/2-hr. special, "The Comeback Trail" -- a documentary on Maine's endangered species.

Maine Audubon Society

We have formed an extensive & long-term relationship that includes:

Maine Earth Day - an environmental fair
EE Survey - to assess EE statewide
Public education efforts

**Maine Department of
Environmental Protection**

The Maine DEP has been involved in CMG since its conception. We have partnered in the development and promotion of educational materials, activities and interactive TV.

**Maine Environmental Education
Association**

MEEA and CMG have become partners in many activities including:

Sponsor/participant in their annual "Exchange"
Development/Execution of a major statewide
EE planning conference

Consolidation of Maine EE groups into a
cohesive, structured network

Staff member on Board of Directors.

Maine State Planning Office

Participated in statewide roundtables discussing public education and K-12 curricula. Promote Maine's annual *CoastWeek* through PSA's and *Earth Notes*. Distributed "Links with the Sea" and "Shore Stewardship" materials to schools throughout the state.

Maine Waste Management Agency

An original planning partner, MWMA helped us plan our EcoTips to coincide with state waste management objectives. We have developed workshops & seminars for business and other activities including a statewide "bring your own bag" program.

**North American Association
for Environmental Education**

Promoted, sponsored and participated in the planning of the the NAAEE 1995 Annual Conference. This is the largest EE organization in the world with members in more than 25 countries. This conference was held in Portland, ME.

**University of Maine
Cooperative Extension**

The U-Maine Cooperative Extension has been most helpful in providing resources & materials for CMG. "Nature Search" -- an environmental scavenger hunt for children -- was developed exclusively for CMG. "Composting" -- a booklet developed by the Coop. Ext. was distributed for both home and classroom use.

**University of Maine
Water Resources Program**

The Bangor Children's Water Festival was developed in conjunction with the U-Maine WRP, the Maine DEP and CMG. This annual event provides a day-long EE program for more than 1,000 children in the Bangor area.

Appendix A

II. State Agencies & Nonprofit CMG Partners K-12 Education

Explanation: This provides a summary of organizations involved in the development and implementation of educational materials for children K-12. There may be some duplication between this listing and other components of Appendix A.

Organization

Partnership Description

Casco Bay Estuary Project

Materials distributed through on-air public education campaign and school kit. Also used as a resource for 1/2-hr. CMG special, "Taking Back the Bay".

Congress of Lake Associations

Develop Lake Week promotions each July to support CLA activities and distribute public education materials through on-air spots. Info used in Earth Notes Series on Maine's lakes and watersheds.

Damariscotta River Association

Developed 1/2-hr. CMG special in conjunction with the DRA. They are one of the most successful land trusts in the country and have extensive community/business support and a hands-on education program.

Earthminders

Active member of Earthminders -- an affiliate of the Maine Environmental Education Assoc. comprised of organizations working together to further EE in Maine. Projects include the Bangor Children's Water Festival and an annual environmental fair held each year on Earth Day.

Forestry Service

Co-developed a children's poster contest for Smokey's 50th birthday. K-12 schools entered and the winning poster was printed and given to schools for classroom use along with other materials from the Forestry Service.

Inland Fisheries & Wildlife

Provided resources, information & video for many CMG projects including 1/2-hr. special, "The Comeback Trail" -- a documentary on Maine's endangered species.

Maine Audubon Society

Maine Audubon Society offers nature walks, a "discovery" room and other activities for children of all ages. We have worked with them to distribute schedules and promote events.

**Maine Department of
Environmental Protection**

The Maine DEP has been involved in CMG since its conception. The different bureaus of the DEP develop games, book covers, posters and other materials for children.

Maine State Planning Office

Participated in statewide roundtables discussing public education and K-12 curricula. Promote Maine's annual *Coast Week* through PSA's and *Earth Notes*. Distributed "Links with the Sea" and "Shore Stewardship" materials to schools throughout the state.

**University of Maine
Cooperative Extension**

The U-Maine Cooperative Extension has been most helpful in providing resources & materials for CMG. "Nature Search" -- an environmental scavenger hunt for children -- was developed exclusively for CMG. "Composting" -- a booklet developed by the Coop. Ext. was distributed for both home and classroom use.

University of Maine

A project of Earthminders, the Bangor Children's Water Festival was developed in conjunction with the U-Maine Water Resources Program, the Maine DEP and CMG. This annual event provides a day-long EE program for more than 1,000 children in the Bangor area. We are now developing this event for students in Southern Maine.

Appendix A

III. State Agencies & Nonprofit Organizations Planning Partners

Explanation: This provides a summary of organizations involved in the overall planning and development of *Color Me Green*. There may be some duplication between this listing and other components of Appendix A.

Organization

Partnership Description

Earthminders

Active member of Earthminders -- an affiliate of the Maine Environmental Education Assoc. comprised of organizations working together to further EE in Maine. Projects include both teacher development/training and educational activities/events for children.

This group has served to provide resources, information and aid in the development of many CMG activities/projects. Members include:

Maine Dept. of Education, Inland Fisheries & Wildlife, State Planning Office, Chewonki Fdn., KIDS as Planners, Soil & Water Cons. Dists., U-Maine Water Resources Program and others.

Maine Alliance

An organization which promotes environmental responsibility among its business members. We have co-developed workshops & seminars.

Maine Audubon Society

We have formed an extensive & long-term relationship that includes:
Maine Earth Day - an environmental fair
EE Survey - to assess EE statewide
Public education efforts

Maine Department of Environmental Protection

The Maine DEP has been involved in CMG since its conception. We have partnered in the development and promotion of educational materials, activities and an interactive TV series. The project was presented to the entire staff of DEP at their annual meeting in 1993.

Maine Environmental Education Association

MEEA and CMG have become partners in many activities including:

Sponsor/participant in their annual "Exchange"
Development/Execution of a major statewide
EE planning conference
Consolidation of Maine EE groups into a
cohesive, structured network
Staff member on Board of Directors.

Susan Hayward, who was MEEA President at the time that CMG was developed, was instrumental in involving Maine Broadcasting in the EE community throughout the state -- both state agencies and non-profit organizations.

Maine Low-Level Radioactive Waste Authority

Participated in focus group and ascertainment meetings in early concept planning. Provided information/resources for CMG special, "Not in my Backyard".

Maine State Planning Office

Prior to CMG, the Maine State Planning Office had been involved with Maine Broadcasting in various projects including *Coast Week*. The SPO provided information/resources for Earth Notes and other PSA's. We distributed a K-12 curriculum called "Links to the Sea" through our school kit.

Maine Waste Management Agency

MWMA helped us plan our EcoTips to coincide with state waste management objectives. We have co-developed workshops & seminars for business and other activities including a statewide "bring your own bag" program.

Nature Conservancy

Participated in focus groups and ascertainment meetings in early planning stages. Continues to provide information/resources for use in editorials and other components.

Natural Resources Council

Participated in focus groups and ascertainment meetings in early planning stages. Developed a clean-air education program and continue to work together on other projects.

Appendix B

COLOR ME GREEN

1994 SERVICE TO CHILDREN AWARD

National Association of Broadcasters/Bonneville International Corporation

The following is an excerpt from "Case Studies" published by the Bonneville International Corporation and the National Association of Broadcasters. Rodney H. Brady, President and CEO of Bonneville International Corporation, explained Bonneville's purpose in co-sponsoring these awards:

"... We are pleased to join with the National Association of Broadcasters to recognize and honor those televisions and individuals whose programming reflects the best of what America represents. . . ."

Color Me Green is an ambitious campaign intended to help children become more knowledgeable about the environment by posing relative questions and solutions to real kids, particularly as they interact with this subject at school.

The fresh and engaging approach taken in this campaign attracts the attention of children by allowing them to participate as receivers and, more often than not, senders of environmental information. The format ranges from music videos of children in natural settings to a hard-hitting news report by one youngster describing the theft of 165 pounds of aluminum foil collected to raise money for new playground equipment -- and the ensuing nationwide donations to make up for the loss. In all instances, the pervasive ***Color Me Green*** theme serves to reinforce environmental messages.

Earth notes is a format element that asks and answers environmental questions but, most importantly, leaves a child with a sound environmental message. When answering "What happens every time you open a refrigerator?" kids learn that the light goes on and cold air escapes, which takes more energy to power the refrigerator; the message -- don't open the refrigerator too often.

Eco Tips recommend actions kids can take themselves to solve environmental problems. Projects such as checking-out schools for items being wasted, landscaping for displaced animals because of habitat loss, and organizing clean-up projects suggest real things kids can do together to make an environmental difference.

Using kids to report on projects other kids are working on is a particularly effective technique. One of the final scenes of ***Color Me Green*** features a youngster asking the questions, "What is an estuary?", and then answering that question by profiling school children as they create an estuary model in their classroom. By artificially duplicating natural estuary effects, kids learn and demonstrate their knowledge of wave action and pollution flow in these complicated ecosystems.

Color Me Green succeeds because children are actively involved in all aspects of its production. They can relate to the easy-to-apply environmental messages creatively positioned in this campaign.

DOCUMENT OFF-LINE

This page has been substituted for one of the following:

o An oversize page or document (such as a map) which was too large to be scanned into the RIPS system.

~~x~~ Microfilm, microform, certain photographs or videotape.

~~x~~ Other materials which, for one reason or another, could not be scanned into the RIPS system.

The actual document, page(s) or materials may be reviewed by contacting an Information Technician. Please note the applicable docket or rulemaking number, document type and any other relevant information about the document in order to ensure speedy retrieval by the Information Technician.

a) SAMPLE SCHOOL KIT

b) CASSETTE

c) VIDEO